



# USTDA

U.S. TRADE AND DEVELOPMENT AGENCY

## East Asia

Linking U.S. Businesses to  
Global Infrastructure Opportunities

[www.ustda.gov](http://www.ustda.gov)

The U.S. Trade and Development Agency helps companies create U.S. jobs through the export of U.S. goods and services for priority development projects in emerging economies. USTDA links U.S. businesses to export opportunities by funding project preparation and partnership building activities that develop sustainable infrastructure and foster economic growth in partner countries.

### USTDA in China

USTDA's program in China focuses on trade capacity building initiatives, technical assistance, and pilot projects in the transportation, energy, agriculture, and healthcare sectors. These efforts help create market access for U.S. companies looking to work in China.

The Agency's success in China is due in part to the public-private cooperative programs that USTDA supports in country. These programs provide a forum for government agencies and private companies from both countries to share technical, policy, and commercial knowledge relevant to a specific field. USTDA has successfully established programs based on this model in the aviation, standards and conformity assessment, energy, and healthcare sectors.

By adapting to the evolving needs of China's market and closely coordinating with Chinese decision makers, these public-private partnerships have achieved long-term success, providing continued trade opportunities and enhancing the development of China's key industries.



### Opening China's Market for U.S. Goods and Services

Assisting the efforts of Sutron (Sterling, VA) to expand sales in China for water monitoring technologies, USTDA supported a feasibility study and pilot project to demonstrate Sutron's state-of-the-art technology along the Yangtze River and its tributaries. Such technology is critical to identifying and responding to pollutants and water degradation in order to provide clean drinking water to millions of people.

Based on the success of the pilot project, other water authorities in China took notice and approached Sutron to purchase their technology. As an industry leader capable of providing complete system integrity from engineering and design to manufacturing, installation and long-term maintenance, Sutron was able to respond to China's needs and secured their first sale in 2012 as a direct result of USTDA's pilot project. Sutron's data collection, alarm, and control software will now allow China to receive, process, calculate, analyze and distribute water monitoring data in real time via multiple electronic platforms.





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### Leveraging Partnerships for Win-Win Results

#### U.S.-China Aviation Cooperation Program

The U.S.-China Aviation Cooperation Program (ACP) was created by the United States and Chinese governments and U.S. industry partners in 2003 to promote collaboration in aviation. Working with the U.S. Federal Aviation Administration and the Civil Aviation Administration of China, the ACP designs programs that promote technical, policy and commercial cooperation.

The ACP also helps Chinese aviation experts develop and operate safe, efficient aviation infrastructure. USTDA partners with the ACP in several key areas including training executive leaders, reducing flight delays, promoting general aviation, and improving the environmental footprint of the aviation sector.

#### U.S.-China Energy Cooperation Program

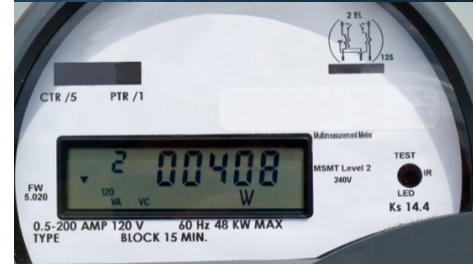
The U.S.-China Energy Cooperation Program (ECP) was established in 2009 to promote the development and commercialization of clean energy and energy efficiency solutions. USTDA has supported a number of projects under the ECP focused on developing technologies such as smart grid, natural gas, energy efficiency, fuel cells, and distributed energy combined heat and power.

#### U.S.-China Healthcare Cooperation Program

In 2011, USTDA, the U.S. Department of Health and Human Services and Commerce joined with China's Ministries of Health and Commerce to create a public-private partnership focused on improving healthcare delivery. The U.S.-China Healthcare Cooperation Program (HCP) is a platform that connects private sector and government resources to promote health system development, cooperation and trade. USTDA partners with HCP member companies, as well as with U.S. universities and hospitals, to host executive training programs in the United States and workshops in China.

#### U.S.-China Agriculture & Food Security Program

The U.S.-China Agriculture & Food Partnership (AFP) is a public-private partnership that aims to enhance the bilateral agricultural relationship. USTDA supports workshops and reverse trade missions that connect business and government entities to enhance food safety, food security and sustainable agriculture.



**Contact us for more information:**

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